

LEO BURNETT U.S.A.

A Division of J.P. Morgan & Co. Inc.

Ad# 288-D3-"Windfall"-Rmg# H93233-Page-4/C-(9 3/4" x 1 1/4")-Supplements, 1986

Printed in U.S.A.

(P04)

PLAYERS LIGHTS 25's

5 free in every pack.

I just came into a windfall.

25 of the finest for the price of 20.

PLAYERS
Select Blend King
Lights
25's

Kings & 100's
Regular and Menthol

MR's suggested pricing based on full price brands.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Kings: 10 mg "tar," 0.8 mg nicotine -
100's: 12 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.



2061191029